

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 251-C2 - (HAMMOCK) - Reg. No. M19909 - Page, 4/C Bleed - (5 5/8 x 7 3/4 inches)

Printed in U.S.A.

Digest Size, 1990
(604)

The advertisement features a central image of a hammock strung between two white-barked trees in a forest. In the background, a mountain peak is visible, with a pack of Alpine cigarettes perched on its summit. The pack is blue and white with the brand name 'Alpine' in a script font. The text 'REFRESH FOR LESS' is printed in large, bold, black capital letters across the middle of the image. At the bottom left, there is a black box containing the Surgeon General's warning in white text. Below the warning, a barcode is visible with the number 2061190591 printed underneath it.

**REFRESH
FOR LESS**

Net suggested retail price.
15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

© 1990 Philip Morris Inc.

2061190591